

An Anubavam Whitepaper

Six Signals Every Marketing Leader Should Track in the Age of AI

From noise to narrative – how modern CMOs are using intelligence to see what truly moves the market.

Six Signals of Intelligent Marketing

Turning data noise into market awareness



Attention Quality – depth over reach



Conversion Friction – flow over funnels



Intent Density – momentum over volume



Brand Energy – perception in motion



Content Resonance – meaning over metrics



Revenue Correlation – confidence in cause

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About This Brief

Marketing has never had more data, and never less clarity. AI is changing that not by adding more dashboards, but by revealing the signals hidden beneath them. This Executive Brief explores six essential indicators that define how marketing intelligence now works: attention, intent, resonance, friction, energy, and correlation.

Each signal represents a shift in what leaders measure, from volume to velocity, from output to outcome, from reaction to understanding. Written for CMOs, VPs of Growth, and Digital Strategy leaders, this paper shows how to recognize these signals early and design organizations that can respond to them intelligently.

Disclaimer:

This publication is for informational purposes only. It reflects Anubavam's perspective on AI-driven marketing systems and decision design. It does not represent marketing advice, data collection standards, or performance guarantees.